

Project Specs

List all the requirements your video team needs to know before they start pre-production. Not sure what to include? Use this template as a guide, speak to your team as questions come up (and they will!), and reference the [original post](#) to spur inspiration as needed.

Purpose

State how your video will be used, whether it's a company overview video that lives on your homepage, or a teaser for your social media platforms.

Technical Requirements

Time to get technical! What's the file format, size, aspect ratio, and resolution?

Video Length

Specify your video's length based on where it will be placed.

Add-ons

What other features do you want to include? Maybe [Timeline Actions](#) to drive engagement, for instance.

Device

On what device will your video be viewed —mobile, desktop, or optimized for both?

Additional Notes

Anything else you want to add or highlight?

Creative Deadline

Give your team a heads-up of when the final video needs to be delivered.

